



TrackingPaws

Improving the quality of
pet care with Tracking Paws



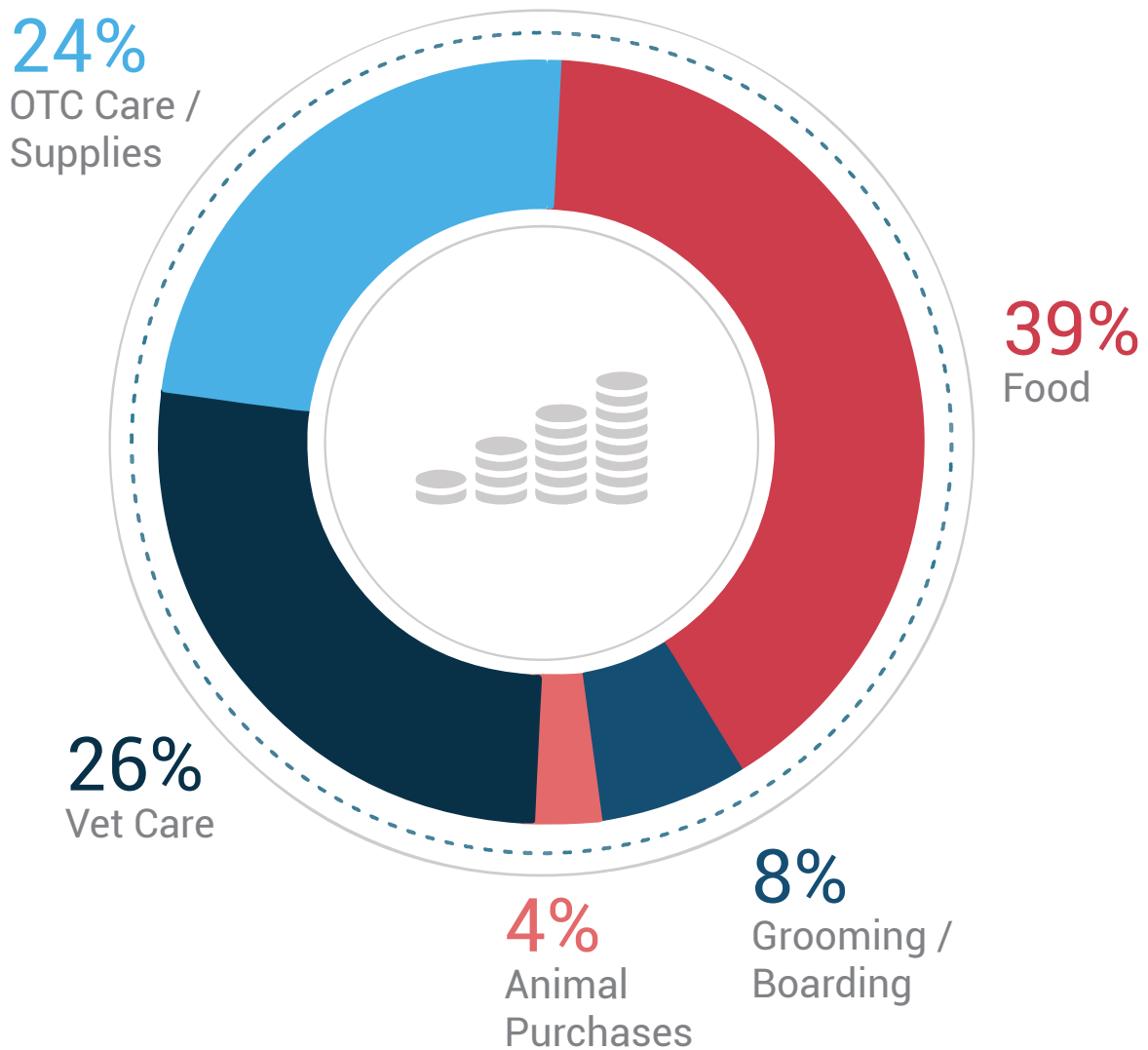
“ Pets are humanizing. They remind us we have an obligation and responsibility to preserve and nurture and care for all life.”

James Cromwell

Pets Are Part Of The Family

Pet care, as a business and even as an industry, is rapidly growing, and the U.S. leads the sector with highest number of pets. World over, pets are treated just like people, and family to be more specific. Pet pampering has become the norm for its owners, and it often goes beyond simple feeding and grooming expenses to premium pet products and services. A large majority of Americans consider their pets to be children, and totally a part of their families as well. In fact, in 2014, Americans had spent almost \$19.7 billion on pet care, and in 2015, this increased to almost \$60 billion, which is an all time high and up by about 25% over the last five years. Both increasing number of pet ownerships and increase in spending per pet has contributed to the growth of this industry. Hence, it is evident that, increase in pet spending is a trend that is not likely to change anytime soon.

Americans Spend \$60 Billion Annually On Pets



Another interesting fact is that dogs are found to be the most favoured furry friend among Americans, closely followed by cats and then birds. But whether you have a cat or a dog, you know you are one of the millions guilty of spoiling their pets.

These statistics show how much pets are a part of our lives and how much we care about them. We would do whatever it takes to keep them healthy and happy. From their food to their daily walks, we don't miss a single aspect of their health and well being. Even if some of us do not have the time to take care of all these, we hire a caretaker or a pet walker to do it for us.

This is why one of our clients, in the business of pet care, approached us with the need for an **advanced pet care solution**, to take care of pets better and keep up in the growing industry.

Our client

José Menendez, is an American based in New Jersey, who runs a pet care/ pet walking business. He, just like any other American, was very particular on taking care of pets, and wanted to help others in this regard as well. Thus he started by working for another pet care company and now owns one himself.

Client's challenge: The need for an advanced pet care application




Initially, while working for the pet care company, José Menendez wanted to start a new business of his own. He had been using a certain kind of application at the company, but many areas of the business still remained unautomated and inefficient. He wanted a similar but better, more advanced pet care application for his new business. One that surpassed all the limitations and challenges, that he faced while managing the business and with the application at the company. He came to Fingent with the requirements and we thus created 'Tracking Paws' that helped him settle his business challenges.

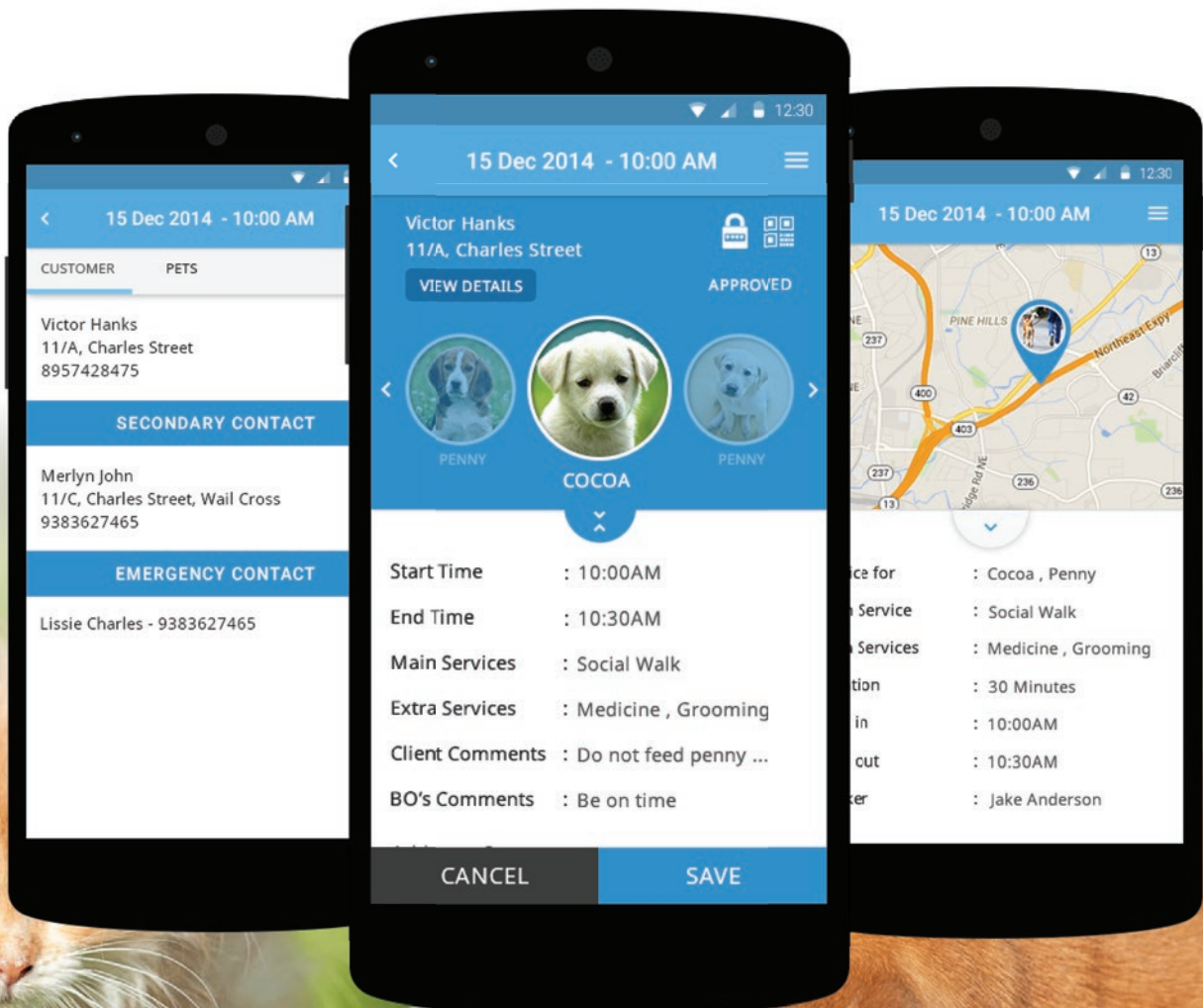


Development

We used the waterfall model of development for this project, where the wireframes were created first and sent to the client for his approval. In case of any changes as required by the client, the iterations were done and later sent to the development team.







The following were the technologies used for Tracking Paws:

-  For the web: CodeIgniter Framework, JQuery, HTML, MySQL
-  Mobile API: Laravel Framework and Swagger for API Documentation
-  For mobile: Hybrid - Cordova



The business impact

The application that we developed for José Menendez, was one that overcame all the challenges that he faced with his existing application and business process automation. Some of the unique features of Tracking Paws that helped him in this regard were:

-  Sufficient alerts and notifications for the staff, the customers as well as the business partners.
-  Ability for the customers to view the track where their pet was taken for a walk using geo location.
-  Easy starting and ending of service using QR code
-  History of service activities
-  Ability to upload photos
-  Interactive maps

With such a feature rich application, José was able to successfully start his new business and help fulfill his vision of helping people take care of their pets. The transparency in the processes involved and the user-friendly nature of the application made it very popular among his clients, expanding the overall business by more than 20% in the first few months after the app deployment. It also allowed José to keep ahead in the pet care business and industry with the support from his growing customer base, which had a very positive feedback on performance of the app. One among every three customers said that they recommended his service to their friends and acquaintances with pets.



ABOUT FINGENT

We are a Global IT company providing strategic IT business solutions and services for complex business problems, in multiple industry sectors including retail, healthcare, finance, education and more. Our vast technology and industry expertise enables us to focus on cutting-edge internet technologies with the aim to develop scalable, secure and easy-to-use web applications that work across multiple devices. We believe that the judicious use of technology, together with good design can reduce complexity, connect individuals, and provide valuable insights... all of which ultimately help businesses succeed.



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